



02-04-04

RCE 3622
PTO/SB/30 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Request For Continued Examination (RCE) Transmittal

Address to:
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	09/645,292
Filing Date	08-24-2000
First Named Inventor	LINDA M. SMITH
Art Unit	3622
Examiner Name	JOHN L. YOUNG
Attorney Docket Number	23528-030

Antonia Hui
#10/req for
RCE
file
2.13.04

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).
- a. ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
- i. ☐ Consider the arguments in the Appeal Brief or Rely Brief previously filed on _____
- ii. ☐ Other _____
- b. ☒ Enclosed
- i. ☒ Amendment/Reply
- iii. ☐ Information Disclosure Statement (IDS)
- ii. ☐ Affidavit(s)/ Declaration(s)
- iv. ☒ Other Req. For Correction of Filing Receipt

2. **Miscellaneous**
- Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a
- a. ☐ period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
- b. ☐ Other _____

3. **Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed. The Director is hereby authorized to charge the following fees, or credit any overpayments, to
- a. ☒ Deposit Account No. 50-1847
- i. ☐ RCE fee required under 37 CFR 1.17(e)
- ii. ☒ Extension of time fee (37 CFR 1.136 and 1.17)
- iii. ☐ Other _____
- b. ☒ Check in the amount of \$ 518.00 enclosed
- c. ☐ Payment by credit card (Form PTO-2038 enclosed)

RECEIVED

FEB 10 2004

GROUP 3600

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Name (Print/Type)	Ziye J. Zhou	Registration No. (Attorney/Agent)	41,423
Signature	<i>[Signature]</i>	Date	February 2, 2004

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Name (Print/Type)	Sheena Hicks	Date	February 2, 2004
Signature	<i>[Signature]</i>		

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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OTIP & JC102
FEB 02 2004
U.S. PATENT & TRADEMARK OFFICE

FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

Complete if Known

Application Number 09/645,292
Filing Date 08-24-2000
First Named Inventor LINDA M. SMITH
Examiner Name JOHN L. YOUNG
Art Unit 3622
Attorney Docket No. 23528-030

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GROUP 3600

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT

(\$ 582.00)

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account:

Deposit Account Number
Deposit Account Name

50-1847

Manatt Phelps & Phillips

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) or any underpayment of fee(s)

☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description	Fee Paid
1001	770	2001	385	Utility filing fee	
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	
SUBTOTAL (1) (\$)					

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
31	-20** = 11	9	99.00
4	-3** = 1	43	43.00
Multiple Dependent			0.00

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 142.00)

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	55.00
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	385.00
1802	900	1802	900	Request for expedited examination of a design application	
Other fee (specify)					
*Reduced by Basic Filing Fee Paid					
SUBTOTAL (3) (\$ 440.00)					

SUBMITTED BY

Name (Print/Type)

Ziye J. Zhou

Registration No.
(Attorney/Agent)

41,423

(Complete if applicable)

Telephone 650.812.1300

Signature

Date

February 2, 2004

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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American LegalNet, Inc.
www.USCourtForms.com

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CERTIFICATE OF EXPRESS MAILING
(37 C.F.R. §1.10)

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to Mail Stop RCE Application, Commissioner for Patents, Commissioner for Patents P.O. Box 1450, Alexandria, VA 22313-14501.

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Express Mail Label No.

February 2, 2004

Date of Deposit

Sheena Hicks

Name of Person Mailing Paper

Sheena Hicks

Signature of Person Mailing Paper

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FEB 10 2004

GROUP 3600

Serial/Patent No. 09/645,292

Filing/Issue Date: August 24, 2000

Client: FACECAKE MARKETING TECHNOLOGIES, INC.

Inventor(s): LINDA M. SMITH ET AL.

Title: TARGETED MARKETING SYSTEM AND METHOD

MPP File No.: 23528-030

Atty/Secty Initials: ZJZ/sh

Date Mailed: February 2, 2004

Docket Due Date:

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

- | | |
|---|--|
| <input type="checkbox"/> Amendment/Response (___ pgs.) | <input checked="" type="checkbox"/> Express Mail No. EV396721583US |
| <input type="checkbox"/> Appeal Brief (___ pgs.) (in triplicate) | <input type="checkbox"/> Issue Fee Transmittal, in Duplicate (___ pgs.) |
| <input type="checkbox"/> Application - Utility (___ pgs., with cover and a abstract) | <input type="checkbox"/> Notice of Appeal |
| <input type="checkbox"/> Application - Rule 1.53(b) Continuation | <input checked="" type="checkbox"/> Petition for Extension of Time, in duplicate |
| <input type="checkbox"/> Application - Rule 1.53(b) Divisional (___ pgs.) | <input type="checkbox"/> Petition for |
| <input type="checkbox"/> Application - Rule 1.53(b) CIP (___ pgs.) | <input checked="" type="checkbox"/> Return Receipt Postcard |
| <input checked="" type="checkbox"/> Application - RCE Transmittal (1 pg.) | <input type="checkbox"/> Power of Attorney (___ pg.) |
| <input type="checkbox"/> Application for Design (___ pgs.) | <input checked="" type="checkbox"/> Preliminary Amendment (22 pgs.) |
| <input type="checkbox"/> Application - PCT (___ pgs.) | <input type="checkbox"/> Reply Brief (___ pgs.) |
| <input type="checkbox"/> Application - Provisional (___ pgs.) | <input type="checkbox"/> Response to Notice of Missing Parts |
| <input type="checkbox"/> Assignment and Cover Sheet (___ pgs.) | <input type="checkbox"/> Transmittal Letter, in duplicate |
| <input checked="" type="checkbox"/> Certificate of Mailing (Express Mail) (1 pg.) | <input checked="" type="checkbox"/> Fee Transmittal, in duplicate |
| <input type="checkbox"/> Declaration & POA Sheet (___ pgs.) | <input checked="" type="checkbox"/> Check No. 312496 in the amount of \$518.00 (RCE and Extra Claims fees) |
| <input type="checkbox"/> Disclosure Docs & Orig & Copy of Inventor's Signed Letter (___ pgs.) | |
| <input type="checkbox"/> Drawings: ___ # of sheets include ___ figures | |

Other: Request to Correct Attorney Docket Number (2 pgs.), Request For Correction of Filing Receipt (2 pgs.) and Redlined Copy of Filing Receipt (1 pg.)